



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Gary M. Richter et al.

Title: MERCHANDISING
SYSTEM

Application No.: 10/659,736

Filing Date: 09/10/2003

Examiner: Szumny, Jonathon A.

Art Unit: 3632

Atty. Dkt. No. 023720-0338

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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REPLY AND AMENDMENT

This communication is responsive to the Office Action dated June 15, 2004, concerning the above-referenced Application.

Amendments to the Specification begin on page 2 of this document.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this document.

Amendments to the Drawings begin on page 8 of this document and include an attached replacement drawing sheet and an annotated sheet showing changes.

Remarks begin on page 9 of this document.

Please amend the Application as follows:

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